INFORMATION LETTER

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New Military Subsistence Agency Starts Operations

The Military Subsistence Supply Agency, established under a Department of Defense single manager assignment to provide the armed services with their food supplies, began formal operations in Chicago December 7.

The new agency occupies the same quarters as those of the organization it replaces, the Quartermaster Market Center System. The ten Market Centers which have been redesignated as Military Subsistence Market Centers and field purchasing offices located throughout the United States will operate under the new Military Subsistence Supply Agency (MSSA).

The MSSA is under Brig. Gen. Ray J. Laux, Acting Executive Director for Subsistence.

An announcement by the Defense Department explains:

"As part of the over-all policy to improve efficiency, eliminate overlapping activities among the military services, and effect economies in procurement programs, the Secretary of Defense designated the Secretary of the Army as Single Manager for Subsistence with authority to establish and operate a unified supply agency for military foods, covering operations down to but not including the retail level. The Military Subsistence Supply Agency will report through Maj. Gen. K. L. Hastings, Quartermaster General of the Army, to Secretary of the Army Wilber M. Brucker, who is the designated single manager for subsistence.

"Heretofore, The Quartermaster General has been responsible for research and development and procurement of foods for the armed forces, with certain exceptions, and with wholesale-type distribution to the Army and Air Force. The new assignment covers wholesale subsistence supply to all military services to include cataloging, standardization, requirements determination, procurement, production, inspection, distribution and maintenance.

"The new agency will be responsible for consolidating the wholesale subsistence requirements of all the services, analysis of sources of supply and market conditions, and the determination of patterns for the phased placement of orders in such a way as to insure meeting all military requirements.

"By bringing together in one location all supply management operations, it will centralize control of inventories within the United States for their most economic utilization. The agency will eliminate duplication of warehousing of wholesale subsistence supplies by two or more services in adjacent or proximate depots, reduce the time and distance for serving retail consumption points, eliminate the need for inter-service exchange of supplies, and centralize procurement, procurement scheduling, and contract administration.

"The new agency is staffed with officers of the Army, Navy, Air Force, and Marine Corps, and civilian employees with long experience in food and military supply management. Facilities, techniques, and personnel formerly assigned to the four military services will be utilized by the new agency."

Convention Reservations; Call for Directory Listings

The N.C.A. started this week to mail members their hotel confirmations of room reservations for the 1957 Convention. First mailings cover reservations in the Conrad Hilton Hotel.

Accompanying the hotel room confirmations, notice is being made that members may indicate until January 3 how they wish to be listed in the Convention Room Directory. The three optional methods of listing, as in previous years, are:

(1) Firm name with hotel and room number (headquarters location only).

(2) Name of individuals under the firm name with or without hotel and room number.

(3) Departments under firm name (production, sales, etc.) with hotel and room number.

If members do not indicate their preference for Directory listing, it will be assumed that they desire the listing of firm name with hotel and room number.

Task Groups To Be Named for Fruit and Vegetable Study

The President's bipartisan Commission on Increased Industrial Use of Agricultural Products plans to appoint separate task groups on fruits and vegetables.

These groups would raise to 15 the number of task groups which the Commission has established or has announced. The task groups are asked to assist the Commission in developing recommendations to Congress.

The President's Commission was created last August (see INFORMATION LETTER of Aug. 25, page 287). Following its first meeting it reported that it hopes to have some preliminary recommendations for legislative action ready to present to the new Congress in January. Its formal report to the President is due by June 15.

Task groups have been announced for cotton; sugar; hides, skins, and animal by-products; oilseeds and animal fats, new and special crops; industrial uses for grain other than alcohol; corn wet-milling; white potato products; poultry products; dairy products; and wool and mohair.

Additional task groups also are to be created for policies; agricultural residues; forest products; nuts; and industrial alcohol from grain.

The Commission explained that

"Each task group is to review the technical and economic position of its assigned commodity or use area, appraise present and planned research in that field, and submit an advisory report of its findings for consideration by the Commission in making recommendations to Congress for increasing industrial uses of farm products."

Task Group on Poultry

The task group on poultry products and by-products appointed to advise the President's bipartisan Commission on Increased Industrial Use of Agricultural Products will hold its second meeting in Chicago, on January 3-4. The group first met on November 29, also in Chicago.

The Task Group on Poultry Products has been asked to review the

technical and economic position of poultry products and by-products, to appraise current and planned research on utilization of these commodities, and to submit an advisory report for consideration by the Commission in making recommendations to Congress designed to increase industrial uses of farm products.

Chairman of the group is Dr. Cliff D. Carpenter, president, Institute of American Poultry Industries, Chicago, Ill. Other task group members are:

H. H. Alp, American Farm Bureau Federation, Chicago; Max Ballas, Ballas Egg Products Corp., New York, N. Y.; Dr. R. M. Bethke, Ralston Purina Co., St. Louis, Mo.; Dr. A. Wade Brant, Animal and Poultry Husbandry Research Branch, USDA, Beltsville, Md.; Dr. V. C. Conquest, Armour & Co., Chicago; C. O. Cummings, J. D. Jewell, Inc., Gainesville, Ga.; Dr. E. M. Funk, Poultry Department, University of Missouri, Columbia; Dr. M. F. Gunderson, C. A. Swanson & Sons, Omaha, Nebr.; Dr. John Hammond, O. A. Newton & Sons, Bridgeville, Del.; Dr. Carl A. Koonz, Swift & Co., Chicago; Dr. Hans Lineweaver, Western Utilization Research Branch, USDA, Albany, Calif.; M. Wayne Miller, Washington Farmers Cooperative, Seattle; Vic Pringle, Rockingham Poultry Marketing Cooperative, Inc., Broadway, Va.; Dr. Harry M. Slosberg, Henningsen, Inc., New York; Dr. George F. Stewart, Poultry Department, University of California, Davis; and Dr. Harry A. Titus, Limestone Products, Newton, N. J. Joseph O. Parker, Pace and Parker, Washington, D. C., is consultant to the task group.

Economics Research To Guide Farm Output Is Recommended

The USDA's Production Economics Research Advisory Committee has called for a research program aimed at providing guidelines for present-day and long-range farm production.

During the meeting in Washington, D. C., December 5-7, the group emphasized need for additional research information to help farmers and industry make adjustments as needs arise. Committee members underlined especially the need for economic studies to guide the development of public programs in agriculture.

The committee, established under the Research and Marketing Act of 1946, meets annually to advise the Department concerning USDA research activities in production economics.

Research proposals for new or expanded studies in eight categories were considered by the committee. Among recommendations receiving high priority in each were the following:

Adjustments in farming: Research to provide a basis for determining alternative farm program proposals, for evaluating the effectiveness of present new programs, and for guiding development of various public assistance programs. Studies on prospective effects, costs, and returns of various farming operations to improve soil resources.

Production, income, and costs: Research to determine farm production response to changes in technology, cost of production, and cost-price relationships. Studies on resource requirements for future production needs. Work on effects of changes in size of farms on farm output and efficiency.

Farming efficiency: Research to measure and evaluate the effects of specific technological changes on farming, including the impact of technology on livestock production. Research on the economics of mechanization of production, handling, processing, and storing of farm crops. Studies on the economics of farmstead design, equipment, and operations.

Farm labor: Research on impacts of technology and farm adjustment programs on labor needs, and the effect of labor supplies on technology. Studies to determine future probable needs for seasonal labor by periods of the year. Research on potential labor resources.

Farm finance: Research on new types of credit arrangements to help make adjustments for specific farming types and situations. Studies on the effects of taxes on farmers and agriculture, with an emphasis on alternate sources of revenue for rural governments where urbanization and industrialization of farm communities are taking place. Nationwide research on the financial condition of farmers.

Resource use and development: Research on existing water laws and on proposed changes in water laws. Studies on evaluation procedures for resource development proposals. Research on land use shifts and adjustments in problem areas.

Land values and land tenure: Studies on the effects of government farm programs on farm land values and the tenure system. Research to determine by major areas the extent on farm consolidation during the past decade.

Forestry and timber production: Research on timber production to obtain information on costs and returns under different conditions. Studies to provide basic information on forest resources in the Rocky Mountain region and Alaska.

The committee will submit a detailed report of its recommendations to the Department. Copies of this report may be obtained in a few weeks from the committee's executive secretary, Dr. Carleton P. Barnes, Office of the Administrator, Agricultural Research Service, USDA, Washington 25, D. C.

Chairman of the committee is William E. Morgan, president, Colorado A & M College, Fort Collins, Colo. Other members attending were: Joseph Ackerman, managing director, Farm Foundation, Chicago, Ill.; Ernest R. Ahrendes, Highwood, Mont.; Robert K. Buck, Waukee, Iowa; Cameron G. Garman, Garman Fruit Farm, Burt, N. Y.; J. Bernell Harlan, Woodland, Calif.; Dr. H. B. James, head, Department of Agricultural Economics, North Carolina State College of Agriculture and Engineering, Raleigh, N. C.; Lester S. Kellogg, director of economic research, Deere and Company, Moline, Ill.; D. Gray Miley, managing director, Panther Burn Company, Panther Burn, Miss.; Dr. Leonard F. Miller, head, Department of Agricultural Economics, Oklahoma A & M College, Stillwater, Okla.; Dr. Raymond J. Penn, Department of Agricultural Economics, University of Wisconsin, Madison, Wis.

Rice Committee Recommends Research and Marketing

Research aimed at helping growers and processors increase consumption of United States rice at home and abroad was urged by the USDA's Rice Research and Marketing Advisory Committee at its annual meeting, held this year in Albany, Calif., December 3-4.

Besides calling for a program to improve rice production and processing, the group also asked that emergency measures be taken to help protect U. S. rice growers from the threat of Hoja Blanca, a highly destructive rice-plant disease that has occurred in Cuba, Panama, and Venezuela. This would include a study to determine the nature of the disease and to establish control measures.

Among other high-priority recommendations by the committee were:

Production: Expand research on rice breeding to obtain improved varieties that are disease- and insect-resistant and at the same time meet the needs and preferences of producers, processors, millers, and consumers. Widen work on weed control in the western rice-growing area, with emphasis on improving herbicides and equipment for controlling weeds in

rice fields and in irrigation banks and ditches. Increase research in soil and water management, rotation, and cultural problems of rice growers.

Utilization: Increase research on the chemical composition of rice to help develop new and improved rice processes and products, and to aid plant breeders in developing "tailor made" rices for specific purposes. Speed up work on new rice products to satisfy taste preferences of U. S. and foreign consumers. Expand basic research on nutritional values of rice products.

Marketing: Expand studies on off-farm drying and storing of rice to prevent loss of quality. Increase research on methods of preventing insect infestation in stored rice. Widen studies to learn more about consumers' attitudes toward rice, to help direct sales and promotion programs.

USDA Marketing Services: Expand consumer studies in principal rice importing areas of the world to determine the adaptability of U. S. varieties and grades. Undertake rice marketing studies to increase consumption in both domestic and foreign markets.

USDA educational work: Intensify and strengthen educational work on use of rice grades for both rough and milled rice, on storage practices, and on spreading results of research and marketing developments.

The committee will submit a detailed report of its recommendations to the Department. Copies of this report may be obtained in a few weeks from the committee's executive secretary, J. Roy Allgyer, Office of the Administrator, Agricultural Research Service, USDA, Washington 25, D. C.

Chairman of the committee is Harry Chalkley, Jr., Lake Charles, La., and the vice chairman is Marshall E. Leahy, executive vice president, Farmers' Rice Growers Cooperative, San Francisco, Calif. Other members attending the Albany meeting were George B. Blair, secretary and general manager, American Rice Growers Cooperative Association, Lake Charles, La.; L. C. Carter, general manager, Arkansas Rice-Growers Cooperative Association, Stuttgart, Ark.; J. C. Dishman, Texas Rice Improvement Association, Beaumont, Texas; Joe Rice Dockery, Cleveland, Miss.; W. J. Duffy, Jr., Sutter Basin Ranches, Woodland, Calif., and R. D. Lewis, director, Texas Agricultural Experiment Station, College Station, Texas.

ICC Car Service Orders

The Interstate Commerce Commission has vacated all of its outstanding car service orders designed to alleviate freight car shortages.

Hudson Urges Canners To Act on Canner-Grower Programs

The importance of understanding and cooperation between processors and growers was stressed by N.C.A. President William U. Hudson this week at the 71st annual convention of the New York State Canners and Freezers Association.

Importance of canner and grower to the success of the other is deserving, he said, of a well-planned and organized program aimed at establishing confidence, cooperation and good will.

"Many canning firms have developed excellent grower relationship programs and work at them intelligently and energetically. Where this has been done, excellent ground work has been laid. But even more can be accomplished," he said. Mr. Hudson proposed that the national and state canning associations coordinate such programs, at their respective levels, meeting with the farm organizations to do so.

The program would be accomplished largely by fieldmen of individual companies, supplemented with grower meetings and regularly published newsletters, he said. Areas in which canners and growers have a common interest should first be determined, and programs laid out within that sphere. "We must be realistic and recognize that we are interested in maintaining a free competitive system. Therefore, we should not tamper with areas in which we do not have a common interest.

"To carry out this program effectively, we must see that our own house is in order and that we recognize grower problems and have a sympathetic understanding of them. It seems wrong to merely figure out what we can sell our product for, deduct what our suppliers and labor charge and then give the grower what is left. And wrong also if we always pay him the minimum amount that will get by. We should always sell the grower on the idea that we are both parts of the same venture; he doing the growing and we the manufacturing and selling. We need to create in his mind the feeling of 'belonging' to a common enterprise, rather than an arm's length buyer and seller relationship," Mr. Hudson stated.

The Information Division prepared and issued newspaper and radio-TV releases covering highlights of Mr. Hudson's remarks to 285 New York newspapers, 143 radio-TV news directors in New York, the canning trade journals, and national, state and local wire services.

Mr. Campbell at Maine

Executive Secretary Carlos Campbell was a principal speaker at the annual meeting of the Maine Canners Association, held in Portland December 11.

Mr. Campbell reported on projects undertaken in the current N.C.A. Consumer and Trade Relations Program, using a film strip which illustrates these activities.

Corn Allotment Program

Preliminary returns from the growers' referendum held December 11 in the 894 "commercial" corn counties indicate that farmers approved an acreage allotment program for 1957 and subsequent corn crops, instead of the alternate base acreage program.

Acreage allotments were favored by 38.8 percent of the 421,101 votes reported and the base acreage program by 61.2 percent. A two-thirds vote was required for approval of the base acreage program.

USDA said that approval of corn acreage allotments means that corn in the 894 commercial corn counties will have available a total allotment of 37,288,889 acres for the 1957 corn crop, with price support at a national average of $1.36 in the "commercial" areas, and price support at 75 percent of the "commercial" rate in the noncommercial area.

Secretary Benson said, in comment on the referendum results, that there will be serious problems. As a result of cutbacks in acreage allotments, he said, many farmers have found that it was not practical for them—within the limits of sound farm management—to reduce their corn crops to the allotment level. With the allotment still smaller for 1957, this problem will assume greater proportions, he continued, and many farmers may be shut out of the program.

Standards for Orange Juice

Notice is given in the *Federal Register* of December 7 that the Food and Drug Administration has extended until January 31 its deadline for receipt of views and comments on the proposal to establish definitions and standards of identity for orange juice, fresh orange juice; stabilized orange juice, processed orange juice; and reconstituted orange juice.

Woman's Day

"Busy-Day Dinners" by Olivia Risberg in the December issue of *Woman's Day* magazine is a timely article for Christmas shoppers. It uses many canned foods in the menus and recipes.

Each of the six menus is planned around a casserole as the main course. All of the recipes include canned foods in the list of ingredients, the following being used: sauerkraut, kidney beans, onions, spaghetti sauce, cream of mushroom soup, tuna, peas, pimiento, bean sprouts, and beef bouillon. In addition, canned peaches, pineapple, tomato juice, pickled beets, and applesauce are in the menus or the preparation suggestions.

McFadden Magazines

Esther Foley, home service editor for the McFadden Publications, Inc., has canned foods features in the January issues of *True Story*, *True Experience*, *True Love*, and *True Romance* magazines.

In the *True Story* magazine the article entitled "Minute Minders" features canned peaches in nine recipes, fruit cocktail and apricots each in one. Miss Foley begins, "Of course, the speediest way to a dessert is to put a can of peach halves to chill early in the day. Then serve them very cold with chocolate cookies. They are sure to please. But there are other dessert possibilities, so easy to make that no recipe is needed. They came to us from busy housewives, and we are sure one of them will suit your family. Nothing like a minute-minded dessert to perk up dinner on the next washday!" An attractive color photograph pictures some of the desserts.

Canned peaches are also the featured food of the article "A Peach Deserves Consideration" in *True Experience* magazine. The subtitle introducing the six recipes says, "Readers sent in these fine canned peach recipes. You'll like them."

Canned tomatoes and tomato products are featured in Miss Foley's articles in *True Love* and *True Romance* magazines. In *True Love*, "Spaghetti Will Fill Him Up" gives five recipes. They use canned tomato sauce, chili sauce, ketchup, tomatoes, tomato soup, and spaghetti. An accompanying menu for spaghetti dishes includes anchovies, ripe olives, and canned fruits for dessert.

"Let Your Oven Watch the Pot" in *True Romance* has five stew recipes which use canned tomato paste, tomato sauce, tomato juice, peas, consomme, and lima beans as ingredients.

These are popularly read magazines distributed both through subscription and on newsstands.

FDA Seeks Canned Foods Packed Prior to 1950

The Food and Drug Administration requests canners having canned foods packed prior to 1950 to furnish samples for use in a study of the general radioactivity of such foods.

It has been known for many years that the general populace is exposed daily to radioactivity from naturally radioactive uranium, thorium, potassium, and other elements in the earth's surface. Plants and animals absorb these radioactive minerals. The radioactivity of foods from these sources is "naturally occurring" radioactivity. With the advent of the atomic age in 1945, man-made radioactivity has added to that naturally present in the environment.

The FDA is collecting samples of foods to obtain authentic data on natural radioactivity content. These data will furnish standards by which any increased radioactivity can be measured. Ideally, such background information should be obtained from foods packed prior to 1945. However, the chances of locating canned foods of this vintage are considered poor and foods packed prior to 1950 may have to suffice. Samples are desired from many geographic areas of the United States, since natural background radiation varies in different areas.

The FDA therefore requests that canners check their warehouse stocks for any canned foods packed prior to 1950. Fortunately, a single No. 303 or No. 2 can is sufficient for analysis. However, only samples which can be identified positively as to the year of pack and geographic area in which the raw produce was grown can be used. A list of such canned foods should be sent to the Bureau of Program Planning and Appraisal, Food and Drug Administration, Department of Health, Education, and Welfare, Washington 25, D. C.

In addition to the collection and analysis of samples of old canned foods, FDA is also collecting, in certain areas, samples of currently packed foods to be analyzed for radioactivity. FDA points out that there is, at present, no evidence of any significant radioactive contamination of the food supply.

1955-56 Pack of Lemon Juice

The 1955-56 pack of canned hot-pack single-strength lemon juice totaled 942,406 actual cases compared with the 1954-55 pack of 733,767 cases, according to a report by the N.C.A. Division of Statistics.

Container Size	Units per case	1954–55 (actual cases)	1955–56 (actual cases)
4 oz.	48	.....	.....
5½–6 oz.	48	627,270	827,153
7¾–8 oz.	48	50,404	54,252
46 oz. (No. 3 cyl.)	12	2,341	3,088
1 gallon (128 oz.)	6	16,308	24,938
Miscellaneous	..	31,444	32,975
U. S. Total		733,767	942,406

Citrus Fruit Production

Production of the 1956-57 crop of oranges is indicated to be above last season's, but grapefruit production is expected to be down, according to the Crop Reporting Board of USDA.

Production of Valencia oranges is expected to total 65.2 million boxes, 2 percent above last year and 13 percent above the 1945-54 average. In California the indicated production of Valencias is below both last year and average, but is more than offset by larger crops in other states, particularly Florida.

The forecast for early and midseason oranges is for 70.7 million boxes, up 3 percent over last year.

Production of 1956-57 grapefruit is expected to total 43.2 million boxes, 5 percent smaller than last year and 10 percent below average. Prospects declined somewhat in Texas during the past month, but held unchanged in other states.

The Florida crop of tangerines is estimated at 5 million boxes, 6 percent above last year and 7 percent above average.

The 1956-57 crop of limes is estimated at 400,000 boxes, the same as the 1955-56 crop but 53 percent above average.

The California lemon crop for 1956-57 is estimated at 13.6 million boxes, 8 percent larger than last season and 3 percent above average.

In Florida, cold weather during the last week in November caused some damage to tangerines but other citrus crops escaped with only light damage to new growth in some low areas. Harvest of both oranges and grapefruit in Florida is slower than a year ago.

Crop	1945–54 ave.	1955–56	1956–57 Indicated
	(*thousands of boxes*)		
Oranges	113,938	132,715	135,915
Tangerines	4,660	4,700	5,000
Grapefruit	48,263	45,280	43,200
Lemons	13,146	12,600	13,600

Grapefruit Sections for USDA

Offers have been accepted by USDA for 196,000 cases (12/No. 3) of canned grapefruit sections. Purchases, using funds appropriated under the National School Lunch Act, were made at net prices ranging from $4.12 to $4.48, averaging $4.316, per case. Cash discounts were considered in making the awards and these prices are net f.o.b. shipping points, according to USDA.

The grapefruit sections will be delivered during the period January 2 through February 16.

Philippine Consular Rules

The Philippine Republic put into effect on December 1 a new customs regulation requiring exporters to furnish certain information about prices in order to obtain certification of consular invoices.

Exporters to the Philippines must furnish two kinds of information for all commercial shipments: price lists for both the home market and for export to the Philippines; and corresponding discounts granted on the basis of either the class of purchaser or sale in usual wholesale quantities, or both, as the case may be, according to information furnished by the Philippine Embassy in Washington to the Bureau of Foreign Commerce, U. S. Department of Commerce.

The price data may be submitted by either the U. S. exporter or Philippine importer, if it is stated on the form that the price data have been sent directly to Manila. The basic information need be furnished only once unless prices change.

Moderate Trade Policy Urged

Unless policies of moderation prevail on issues of tariffs and import competition, the reciprocal trade agreements program might not be renewed by Congress in 1958, the Secretary of Commerce warned recently.

Secretary Weeks declared that unless traders approach foreign trade on a sound, constructive basis, avoiding the extreme of severe competition and that of restrictive trade barriers, Congress might take a "backward step" and enact quota limitations on imports.

This, he pointed out in a speech on "Promoting World Trade," would jeopardize export sales which represent the produce of about 36 million acres of farmland and one-tenth of the manufactured goods of the country. Over 4 million American workers and their families are largely dependent on foreign trade, he said.

The Secretary's speech was made in New York at the 43d National Foreign Trade Convention, sponsored by the National Foreign Trade Council, November 26.

He said that since enactment of the Trade Agreements Act in 1934 there has been a significant change in thinking regarding the reciprocal trade program. The division of thinking, between proponents and opponents of the program, once fell along strictly partisan lines, he said, but today there are opponents of the program among manufacturers and in the traditionally free trade minded South.

Secretary Weeks warned against letting a foreign competitor take over all or substantially all of a market for a particular product. He said that the foreign manufacturer should aim at raising the standard of living so that international trade will develop on a basis in which no country would have an unfair economic advantage.

Roy Irons

Roy Irons, 80, former secretary of the Ohio Canners Association who had an important part in legislative affairs at both the state and national level, died at his home in Clyde, Ohio, December 10 following a long illness.

He had retired in 1950 after 31 years as secretary-treasurer of the Ohio Canners Association and 28 years of service in the same capacity for the National Kraut Packers Association. He had written the organizational minutes of the Ohio association in 1907 while he was in the insurance business, and was appointed secretary in 1919. Just before entering association work he had worked in canning plants in various capacities.

As a young man Mr. Irons became acquainted with William G. McKinley and he also was a distant cousin of Warren G. Harding. Mr. Irons used these valuable associations to cultivate others and soon became known and respected throughout the lawmaking hierarchy in Ohio. This early political background, combined with his two secretaryships in the canning industry, provided a natural springboard for him to become an industry spokesman in legislative matters affecting canners.

One of his great values to the industry was in interpreting and conveying to the N.C.A. Legislative Committee and the Association generally the viewpoint, attitude, and reaction of Ohio canners to various legislative proposals. His close cooperation with the N.C.A. was particularly helpful to the entire canning industry in matters that came before the U. S. Congress.

Mr. Irons was a member of the Old Guard, having been associated with the canning industry since 1910, when he became a fieldman for the Waynesville Canning Company. Subsequently, the next year, he became superintendent of that company, and from 1914 to 1920 was manager of the Spring Valley Packing Company. He was manager of two plants of the Sears Nichols Canning Company from 1920 to 1922, but resigned from active canning that year when he became secretary of the N.K.P.A.

Breeding for Meat Tenderness

Research by the USDA shows that meat tenderness is inherited in animals and can be passed to succeeding generations through selective breeding.

Scientists of USDA's Agricultural Research Service are studying the heritability of tenderness as one approach to the production of animals that will consistently produce tender meat. They are also trying to develop a quick, reliable test for tenderness that can be used on live animals. One method now being explored involves biopsy samples—taking samples of live muscle tissue for laboratory analysis. Such a test would make slaughter unnecessary, and animals showing desirable tenderness characteristics could be used as breeding stock.

Tenderness experiments at USDA's Agricultural Research Center, Beltsville, Md., have been made so far chiefly with rabbits and to a lesser extent with beef cattle. Tenderness in rabbits was found to have a "heritability factor" of about 53 percent, and in beef cattle about 41 percent. These percentages represent the degree to which tenderness is determined by genetic differences. Other factors, which also greatly influence meat tenderness in individual animals, include age, sex, management practices, and fatness.

No extensive advances have yet been made in the development of more tender beef animals by selection and breeding. The USDA researchers are optimistic, however, about the possibility of improving the meat-tenderness quality of larger animals through breeding programs.

Members and Convention Arrangements Committee Support Continuance of Historic Pattern of N.C.A. Conventions

The Convention Arrangements Committee met in Washington, December 4, to prepare a recommendation for the Board of Directors on the type of Convention that will best meet the needs of canners in the future. A complete report of this meeting, together with the Committee's recommendation, will be submitted to the Board of Directors at its meeting in Chicago on February 15. The Committee, however, desires at this time to share with the membership the information that has been made available to the Committee, and which was given heavy weight in the discussions.

To ascertain the views of the N.C.A. membership a questionnaire was circulated under date of November 1. At the same time members were informed of a recommendation which the Chairman of the Convention Arrangements Committee had made to the National Food Brokers Association.

The text of the letter containing the recommendation or proposal made to the National Food Brokers Association and text of the survey form follow:

OFFICE OF THE SECRETARY

"The Annual Convention has, for many years, been jointly sponsored by the National Canners Association, National Food Brokers Association, and the Canning Machinery & Supplies Association. Other groups have attended the convention as guests. Among these guests have been manufacturers of grocery items including food other than canned food. One of the chief interests of this non-canner group of manufacturers in attending the convention was to see their brokers and distributors, which, of course, is one of the chief interests of canners attending. Thus the competition for broker attention has, at times, become keen. About a year ago some of these non-canner manufacturers suggested that a separate convention be held for them, and following this the NFBA decided to hold such a convention. Thus plans have been made by the brokers to hold that convention in December. It is understood that commitments also have been made by the brokers to Chicago, for December 1957, 1958, and 1959.

"The news that the brokers had decided to hold a separate convention came out about the time of the N.C.A. Board meeting, last May. The Board promptly directed the President to appoint a special committee to plan arrangements for future conventions. The principal objective of the committee is to recommend the type of N.C.A. convention that would best suit the interests of canners. Keeping in mind the fact that one of the principal interests of canners in attending the convention is to hold conferences with brokers, the chairman of the committee made the following recommendation to NFBA:

" 'That there be two conventions each year, (1) the Brokers Convention as now planned for December in Chicago to which non-canner principals would be invited, and (2) the Canners Convention in Chicago in February and Atlantic City in January (in alternate years) with joint NFBA and N.C.A. sponsorship. This would probably mean that some brokers would feel obligated to attend two conventions; but those who are principally canned foods brokers could center their attention on the canner-broker convention, while the non-canner brokers might attend only the brokers meeting in December.

" 'In other words, if there is a recognition that the convention has grown so large that it can't be handled in any one convention and that two separate meetings are essential, then let's have the two conventions and do a real job at both, your sales conference for non-canner principals in mid-December and our scheduled Atlantic City and Chicago conventions in January and February, respectively. We recognize the fact that no one likes to travel to conventions, but it would seem as though the only solution to this problem is the one we have suggested. Any other course could very well lead to the insistence of regional meetings on the part of many of the canner principals, which most everyone seems to agree would be undesirable.' "

TEXT OF SURVEY FORM

(Please re-read the proposal and comment quoted above from Chairman Richmond's letter to NFBA Executive Committee.)

Do you agree with this proposal? Yes _____ No _____.

In the event NFBA should turn down the N.C.A. Committee's proposal, which of the following propositions would you support:

1. That the N.C.A. hold its convention according to the historical pattern which involves conferences with brokers and buyers, and that each canner invite his brokers to attend, with assurance that hotel facilities would be arranged for them by N.C.A.

2. That the N.C.A. change its convention pattern by eliminating the emphasis on broker conferences, thus leaving to the individual canner to choose what alternative method he would prefer to contact brokers such as: attend the broker-non-canner principal conference; arrange for separate meetings with brokers at some other time and place. _____

If you do not agree with any of these propositions what other plan would you like the committee to consider:

_____

_____

_____

The response to the Association's survey has been very large. The tabulation of the replies showed that the great majority of the membership favored the proposal as submitted by the Committee to NFBA.

Should this proposal be unacceptable to NFBA the membership indicated preference for continuing the present type of Convention, described in Proposition No. 1 of the questionnaire form.

It was evident to the Committee from the returns that the N.C.A. membership favors the continuance of the type of convention that has proven so successful over the years and which has emphasized sales and merchandising and canner-broker contacts. The Committee had hoped that the NFBA would continue to cooperate with the N.C.A. in the sponsoring of such a convention, but it seemed quite evident to the Committee members that a recent letter received from the NFBA by Chairman Richmond was intended to indicate that the Brokers Association had made its decision to break away from the canners and to hold a separate convention designed for servicing their non-canner principals.

In view of the great majority of the N.C.A. members favoring the continuation of the type of canner-broker convention that has been jointly sponsored by N.C.A. and NFBA, it is the feeling of the committee that should the NFBA not accept our proposal, the best interest of the majority of canners will be served if the canners, themselves, invite their individual brokers to the 1958, 1959 and 1960 N.C.A. Conventions, and assure them proper room space through the N.C.A.

Reminder on Stock Reports

Because of the anticipated slowdown in mail service at this time of the year, canners are reminded to mail their December 1 stock reports to the N.C.A. Division of Statistics promptly.

Canned Corn Promotion

Canned corn was placed on the Plentiful Foods list for January, it has been announced by the Agricultural Marketing Service of the USDA. It had been listed for December as previously announced in the INFORMATION LETTER. In support of canned corn promotion USDA also this week mailed to its various field offices 60,000 copies of a special leaflet which will be used by its personnel and their trade contacts to merchandise canned sweet corn. The leaflet designates January 23 to February 2 as "Case O'Canned Corn Week!" The principal message on the first page of the mailing piece, placed under a scene depicting a mammoth case-lot sale in a food store, reads as follows:

"A full-scale merchandising effort is needed for canned sweet corn! To help move the abundant supply into consumption through normal trade channels, the industry is undertaking an aggressive promotional campaign during the next several months with an initial peak merchandising period scheduled for January 23-February 2, 1957—'Case O'Canned Corn Week.' The U. S. Department of Agriculture is giving full support to this effort and all segments of the food industry are urged to join this campaign to make best use of the abundance."

On the reverse side of the leaflet the heading reads "Outstanding Sales Opportunities for All the Food Trades . . ." and instructs wholesale and retail distributors to "cash in on canned corn" by (1) planning case-lot and multiple unit sales, (2) building large, eye-catching displays, and (3) pushing canned corn through bulletins and sales course. A special message is also included for institutional manager urging them to use canned corn for real menu variety "from corn pancakes and waffles for breakfast to corn casseroles for lunch and dinner."

The Information Division of the Agricultural Marketing Service has prepared a special TV slide on canned corn for distribution through their five area offices to some 225 TV stations throughout the country. The TV pictorial spot depicts a grocery clerk beside a large display can of corn and carries the prominent slogan "Good Idea This Month." The TV stations are urged to use the spot announcement during January, 1957, and are given an option of a 10-second, a 20-second, and a 30-second script, provided with the slide. The 10-second script reads as follows:

"*Canned corn* makes a good buy this month for smart homemakers. The U. S. Department of Agriculture rates *canned sweet corn* high on its list of plentiful foods for January."

The 20-second script is:

"Use it with imagination . . . buy it while it's plentiful. *Canned sweet corn*, seasoned with care, brings cheers from the whole family. The U. S. Department of Agriculture says supplies are especially plentiful these days, so now's the time for *canned corn* in a chowder or casserole, fritters or puddings, and dozens of other recipes."

The 30-second script is a combination of the two.

CONSUMER PROMOTION

The holiday radio-TV release on corn casserole, issued by D. A. Y. as part of the special corn publicity work and reported in the INFORMATION LETTER of November 10, is receiving widespread use. As of December 1, it had been featured by the following stations:

WDBJ-TV, Roanoke, Va.; WJJM-TV, Lansing, Mich.; KCMO-TV, Kansas City, Mo.; WABF-TV, Rock Island, Ill.; KGLO-TV, Mason City, Iowa; WARM-TV, Scranton, Pa.; WJN-TV, Cleveland, Ohio; WCTV, Tallahassee, Fla.; WTCN-TV, Minneapolis-St. Paul, Minn.; KSL-TV, Salt Lake City, Utah; WFBM-TV, Indianapolis, Ind.; WXYZ-TV, Detroit, Mich.; WOW-TV, Omaha, Nebr.; WTVR-TV, Richmond, Va.; WSPA-TV, Toledo, Ohio; KHOL-TV, Holdrege, Nebr.; KBTV, Denver, Colo.

Releases featuring recipes and photographs of canned corn, which were sent to metropolitan newspapers by the N.C.A. Consumer Service Division in mid-November, are appearing now in newspapers. Several food editors have sent tearsheets showing use of the N.C.A. releases. During the past ten days such tearsheets have been received from the following newspapers:

Cleveland *Plain Dealer*, St. Petersburg (Fla.) *Times*, Bridgeport (Conn.) *Post*, Memphis *Press-Scimitar*, Washington (D. C.) *Post and Times-Herald*, Flint (Mich.) *Journal*, New York *Times*, Sudbury (Canada) *Daily Star*, Washington (D. C.) *Evening Star*, Cedar Rapids *Gazette*, and St. Paul *Dispatch*.

Canned corn also has been included by the Consumer Service Division in its December television kit, sent to 74 telecasters on an exclusive basis. The December kit is entitled "A Peek into America's Vegetable Pot" and canned corn is included in the script, recipe, and photograph.

The Division's December mat-recipe release entitled "Holiday Salads and Relishes" has been sent to 3,500 weekly and community newspapers. One of the recipes is "Corn Relish."

Materials furnished to national institutional magazines also is beginning to appear. The November issue of *Inplant Food Management* carried suggestions for using canned corn. The December issue of *Institutions Magazine of Mass Feeding-Mass Housing* used recipe suggestions for canned corn and mentioned that it is listed as a "plentiful food." The December issue of *Institutional Feeding and Housing* carried two recipes, two photos, and suggestions for using canned corn.

TRADE PROMOTION

The institutional, hotel and restaurant publications received a special canned corn recipe release with photo, prepared by Dudley-Anderson-Yutzy, acting for the N. C. A. The copy mentioned in addition to corn as a main vegetable dish its extreme usefulness in the preparation of chowders, fritters, casseroles, omelets and various combinations with other vegetables. The release featured a recipe and photo of corn and green beans, prepared by the N.C.A. Consumer Service Division.

TRI-STATE PROMOTION

An outstanding example of self-help by individual canners in the current corn situation is a new promotion piece directed to the managers of school lunch programs by a group of 15 Maryland canners. This is a four-page brochure with insert pockets containing data on canned corn and quantity recipe cards. It is being sent to 4,000 schools under the National School Lunch Program in Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania and Virginia. It was offered to all East Coast states, and the state supervisors of Florida, Massachusetts and South Carolina have requested copies.

The brochure was designed and organized by John W. Rue, executive secretary of the Tri-State Packers' Association, with cover art supplied by the Can Manufacturers Institute. Its title is *The Nutritional Spotlight Is on Canned Corn—King of the School Lunch Program* with a subhead reading "A Special School Menu

Service from the Corn Canners of America."

Text matter giving the history, the values, and advantages provided by the corn canning industry and its product was adopted from the canned corn chapter of *The ABC's of Canned Foods*, the textbook for food editors issued by N.C.A. as part of its Consumer and Trade Relations Program. A chart is included giving costs per serving. Nutritive values of average size servings of canned corn are taken from the *Canned Food Tables* based on the joint nutrition study of N.C.A. and C.M.I. and prepared and distributed by the N.C.A. Consumer Service Division. Eight cards included in one of the brochure pockets give school lunch managers quantity recipes developed in the Consumer Service Division Test Kitchens. These are: "Macaroni and Cheese with Vegetables," "Corn Relish," "Full Flavor Cream (White) Sauce," "Buttered Vegetables," "Corn Pudding," "Creamed Vegetables," "Corn Fritters," and "Tomato-Corn Rabbit."

Canned corn is summed up to the school lunch supervisors as "a real plus in nutrition and acceptability—the greatest menu aid for your school lunch program."

The Maryland canners underwriting this project are the following:

Cameron Bros. Canning Co., Rising Sun; The Fox Canning Co., Easton; A. W. Feeser & Co., Inc., Westminster; S. E. W. Friel, Queenstown; Jenkins Bros., Inc., Frederick; Geo. W. McComas & Co., Monrovia; F. O. Mitchell & Bro., Inc., Perryman; E. J. Nusbaum, Taneytown; C. B. Osborn Sons, Aberdeen; Saulsbury Brothers, Inc., Ridgely; The B. F. Shriver Co., Westminster; The Silver Canning Co., Inc., Colora; Chas. B. Silver & Son, Inc., Havre de Grace; Charles T. Wrightson & Son, Inc., Easton, and D. Thompson Swing, Inc., Ridgely.

Tri-State Packers Assn.

Robin M. Kirwan of Phillips Packing Co., Inc., Cambridge, Md., was elected president of the Tri-State Packers Association, Inc., at the group's 53d annual convention. Other officers elected were:

Charles D. Osborn, III, C. B. Osborn Sons, Aberdeen, Md., first vice president; John F. Johnson, Francis H. Leggett & Co., Landisville, N. J., second vice president; John W. Rue, Easton, Md., reelected executive secretary; and Mrs. Edith Lee Porter, Easton, Md., reelected treasurer.

National Award Presented in N.C.A. Farm Youth Program

Gary Marlin Bishop, 17 years old, of Mt. Blanchard, Ohio, has been named national winner of the 1956 Canning Crops Contest established by the National Junior Vegetable Growers Association in cooperation with the N.C.A.

The award, a gold watch and blue ribbon, was presented to the winner by Dr. C. H. Mahoney, Director of the N.C.A. Raw Products Research Bureau, on December 13 during the annual convention of the N.J.V.G.A. in Atlanta.

The Canning Crops Contest recognizes excellence and proficiency in the production and marketing of canning crops. In sponsoring the Farm Youth Program, a project under the Consumer and Trade Relations Program, N.C.A. aims to stimulate the interest of young people in agriculture in the production of canning crops and to improve canner-grower relations.

At the local level, the program provides N.C.A. member canners with a valuable means of promoting good community, grower, and labor relations.

Young Bishop's winning crop was tomatoes which he produced on slightly more than 5 acres, on which he averaged 18¼ tons per acre. He delivered the tomatoes to the H. J. Heinz Company at Fremont, Ohio, and made a profit after all costs of $1,387.21 on this project. Young Bishop is a senior at Mt. Blanchard High School, has been a member of 4-H, and is a member of the Future Farmers of America, the agricultural high school organization.

Blue rosettes and gold pins were awarded to the following regional winners in the Canning Crops Contest:

For the Southern region—James Austin Rose, Crossville, Tenn., who produced one acre of peppers, one acre of strawberries, and one acre of beans. He delivered the peppers to H. P. Cannon & Son, Inc., the strawberries to Cumberland Plateau Fruit and Vegetable Sales, and the beans to Monticello Canning Co.

For the Central region—Charles Wayne Gastfield, Fremont, Mich., who raised 4 acres of beans and 3½ acres of squash which he delivered to the Gerber Products Company at Fremont.

For the Northeast region—James Shepard of Elba, N. Y., who grew tomatoes for Haxton Foods, Inc.

For the West—Jack A. Enbom, Yakima, Wash., who produced more than 52 tons of pears on 4 acres which were delivered to the Olympia Canning Co.

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